

journal of advertising research

The Long Tail of Media

- Guest Editorial: Marketing in the Era of Long-Tail Media Joel Rubinson Viewpoint: A Framework for Advertising in the Digital Age Stephen J. Kim The Long Tail and Its Implications for Media Audience Measurement Scott McDonald Exploring the Effectiveness of Advertising in the ABC.com Full Episode Player Mark Loughney, Martin Eichholz, and Michelle Hagger Long Tail Media in the Store Herb Sorensen "Make Measurable What Is Not So": Consumer Mix Modeling for the Evolving Media World John Hallward The Advertising Impact of an Interactive TV Program on the Recall of an Embedded Commercial Verolien Cauberghe and Patrick De Pelsmacker The Impact of SMS Advertising on Members of a Virtual Community Jacques Nantel and Yasha Sekhavat Measuring Consumer Interactivity in Response to Campaigns Coupling Mobile and Television Media Robert Davis and Laszlo Sajtos Advertising Creativity Matters Micael Dahlén, Sara Rosengren, and Fredrik Törn A Content Analysis of Music Placement in Prime-Time Television Advertising David Allan Attributes of Likeable Television Commercials in Asia Kim-Shyan Fam The Impact of Celebrity-Product Incongruence on the Effectiveness of Product Endorsement Jung-Gyo Lee and

- Esther Thorson
- The Ethical Aspects of Direct-to-Consumer Advertising of Prescription Drugs in the United Kingdom: Physician versus Consumer Views Jon Reast, Dayananda Palihawadana, and Haseeb Shabbir
- The Branding Impact of Brand Websites: Do Newsletters and Consumer Magazines Have a Moderating Role? Brigitte Müller, Laurent Florès, Meriem Agrebi, and Jean-Louis Chandon
- Review of Marketing Metaphoria Joel Rubinson